

SECOND SUPPLEMENTAL INFORMATION CITED BY APPLICANTS THAT MAY BE
MATERIAL TO THE PROSECUTION OF THE SUBJECT APPLICATION

Applicants: E.B. Watson et al. Attorney Docket No. MSFT121738
Application No.: 10/805,731 Art Unit: 2161 / Confirmation No. 9571
Filed: March 22, 2004 Examiner: ~~S. Metjahic~~ Brent Stace
Title: SYSTEM AND METHOD FOR AUTOMATED OPTIMIZATION OF
SEARCH RESULT RELEVANCE

U.S. PATENT DOCUMENTS

*Examiner Cite Initials No.	Document No.	Kind Code	Date (mm/dd/yyyy)	Name
BS U12	2003/014331	A1	01/16/2003	Simons

FOREIGN PATENT DOCUMENTS

*Examiner Cite Initial No.	Document No.	Kind Code	Publication Date (mm/dd/yyyy)	Country	English Abstract Translation Provided Provided
BS F3	EP 1 282 051	A1	02/05/2003	EP	
BS F4	WO 99/41694	A1	08/19/1999	WO	
BS F5	WO 01/82178	A2	11/01/2001	WO	

OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

*Examiner Cite Initial No.
NONE

Examiner	Date Considered
/Brent Stace/ (10/24/2006)	10/24/2006

*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicants.

DJC:sbk

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BS	U9	2002/152204 0.1.	A1	10/17/2002	Ortega et al.
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BS	U11	2003/172075 0.3.	A1	09/11/2003	Reisman

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BS	F1	WO 02/27529	A	04/04/2002	WO		
BS	F2	WO 02/063514	A	08/15/2002	WO		

OTHER INFORMATION

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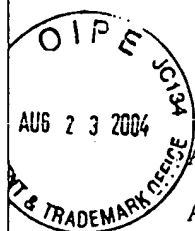
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Examiner /Brent Stace/ (10/24/2006)	Date Considered 10/24/2006
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*Examiner Initial	Cite No.	
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<u>BS</u>	O2	Walker, L., "Finding More Than You Bargained For," <i>washingtonpost.com</i> , December 19, 2002, < ">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=0F806C198A52...> [Retrieved November 21, 2003].
<u>BS</u>	O3	Walker, L., "Search Engine Listings Up For Bid," <i>SiliconValley.com</i> , March 6, 2002, < ">http://www.siliconvalley.com/mld/siliconvalley/business/technology/personal_technolog...> [Retrieved November 21, 2003].
<u>BS</u>	O4	Walker, L., "We Get What They Pay For," <i>washingtonpost.com</i> , February 28, 2002, < ">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=0F1F861F927C...> [Retrieved November 21, 2003].
<u>BS</u>	O5	Walker, L., "Web Giants Seek Fortune In Search Ads," <i>washingtonpost.com</i> , July 17, 2003, < ">http://nl.newsbank.com/nl-search/we/Archives?p_action=doc&p_docid=0FC5A6F721EA...> [Retrieved November 21, 2003].

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